

ABSTRACT OF THE DISCLOSURE

A method of marketing a mass consumer product may comprise providing retail establishments with quantities of the mass consumer product and broadcasting a program of at least about 10 minutes in duration. The program may contain information about the mass consumer product. The method may further comprise, during the program, encouraging the consumers to request an incentive associated with a prospective purchase of the product and enabling consumers who visit at least one of the retail establishments to redeem the incentive at the time of obtaining the product.